



May 2, 2008

CTBID Advisory Board  
c/o Cheryl Gerhardt  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad, CA 92008

*Hand Delivered*

Dear CTBID Advisory Board Members:

We thank you for this opportunity to provide you with our request to the CTBID for funding in the amount of \$448,800 for FY 08-09.

The attached will detail how the Carlsbad Convention and Visitors Bureau intends to expend funds in the coming fiscal year. Looking ahead, our biggest challenge is in meeting the increasing costs associated with fuel and postage. Still, we believe this submission will continue to provide Carlsbad with exciting and meaningful opportunities to further promote and to bring our community top-of-mind for consumers.

Thank you for your support, and we look forward to another productive year serving Carlsbad.

Sincerely,

Nancy Nayudu  
Chairwoman  
Carlsbad CVB Board of Directors

Kurt Burkhart  
Executive Director  
Carlsbad Convention and Visitors Bureau

cc: Carlsbad CVB Board of Directors  
Carlsbad Mayor, City Council

**FY 08-09 CTBID Funding Request for the  
Carlsbad Convention and Visitors Bureau**

	<b>FY 08-09 BID Funds Account</b>
Bank Related Fees	\$180
Equipment Purchases/Replacements	\$2,800
Equipment Rentals	\$4,446
Equipment Repair & Servicing	\$3,125
Insurance Coverages	\$2,450
Local Conferences/Meetings	\$1,654
Membership Dues	\$1,875
Mileage Reimbursements	\$2,100
Office Supplies	\$2,046
Postage/Federal Express	\$2,164
Printing	\$2,344
Professional Services	\$3,465
Salary, Wages & Benefits	\$226,850
Taxes (non-payroll)	\$386
Telephone	\$4,255
Utilities	\$2,175
Volunteer Program	\$1,985
<b>Visitor Center Total Operating Budget</b>	<b>\$264,300</b>
Brochure & Visitor Guide Distribution	\$43,030
Consumer Travel Shows	\$10,758
Event Sponsorships	\$2,450
Internet	\$55,553
Print Media Advertising	\$35,865
Print Production	\$21,114
Professional Conferences	\$5,765
Professional Memberships	\$3,415
Public Relations & Media	\$4,800
Subscriptions & Publications	\$1,750
<b>Destination Marketing Total Budget</b>	<b>\$184,500</b>
<b>Grand Total</b>	<b>\$448,800</b>